A taste of NY history: Hop Harvest Festival coming up Saturday, September 10, at Genesee Country Village & Museum

Mumford, August 29, 2022 – Craft beer lovers and history buffs are invited to follow the journey of hops, one of NY’s original cash crops, from field, to brewery, to pint glass at Genesee Country Village & Museum’s Hop Harvest Festival, coming up on Saturday, September 10, from 10 a.m. – 4 p.m. Tour a working 19th-century brewery, taste historical beers and local craft brews, learn about historical uses for hops, enjoy live music and a Beer Garden, and so much more. All 21+ visitors who intend to consume alcohol at the event must show valid identification with proof of age and will be given a wristband at the Beer Garden. Hop Harvest Festival is sponsored by C.P. Ward General Contractor. Tickets are on sale now: https://www.gcv.org/events/hop-harvest-festival/.

Tour a working 19th-century brewery

GCV&M is one of the only museums in the United States with a working 19th-century brewery. Grieve's Brewery is a reconstruction of a c. 1803 brewery from Geneva, NY, with portions of Rochester's Enright Brewery (closed in 1907) and an early timber-framed structure from West Bloomfield, NY. Brewing demonstrations rely on gravity during much of the process, with liquids pumped by hand or ladled into troughs throughout the building. Visitors are invited to tour through all three levels of the brewery and learn how in 1850, New York State became a leading producer of hops. Beside the brewery, visitors will find a Hop House (built c. 1870 in Greece, NY), surrounded by a small hop yard.

Sample historic beers and regional craft brews

At the Hop Harvest Festival (and all season long), visitors can enjoy two craft beers on tap in the Museum’s historic Freight House Pub, both brewed referencing historical beer recipes by Rohrbach
Brewing Co. Sample Stocking Hill Ale, an American Wheat Ale, and Fat Ox Ale, an American-style brown ale. Visitors can enjoy a sample, purchase a pint, or bring home a growler of either of these historical brews. Talking Cursive Brewing Company (Syracuse NY), Strange Design Brewing (Geneseo NY), 9 Spot Brewing (Rochester, NY) and Rohrbachs (Rochester, NY) will be pouring in the Beer Garden from 11 a.m. – 4 p.m. 9 Spot Brewing is Rochester’s newest brewery, tying together the legacy of brewing in New York State and the current excitement surrounding craft brewing in the region.

Explore historical uses of beer and hops

Visitors exploring the 19th-century Historic Village will discover the fascinating history of beer and brewing in the Genesee Valley Region. Learn what role women and migrant workers played in the hop harvesting and drying process, explore the medicinal purposes of hops, savor the aromas of sausages cooking in ale sauce in historic kitchens, purchase savory treats like steak and ale hand pies in the D.B. Munger & Co. Confectionery, and more.

Live music, traditional dance, and a Beer Garden

Visitors can spend the afternoon in the Beer Garden (from 11 a.m. – 4 p.m.) and enjoy beer tastings and pints from a variety of local breweries. Food specials will be available in the Pavilion Garden Restaurant (Sauerbraten sandwiches, German potato salad, peanut butter pie) and Terry's Tips and Beef BBQ food truck will be in the Beer Garden to pair low and slow BBQ favorites with craft beverages. Live music in the Beer Garden will be provided by Rochester band Big Logic and the Truth Serum. Visitors can also enjoy traditional dances in costume on the Carport Stage by the Heindengold German Dancers and alphorn music on the Whistlestop Stage.

Purchase tickets in advance and save

More information about Hop Harvest Festival and tickets can be found at https://www.gev.org/events/hop-harvest-festival/. All 21+ visitors who intend to consume alcohol at the event must show valid identification with proof of age and will be given a wristband at the Beer Garden. Advanced purchase tickets are $23 for adults; $20 for seniors (62+); $20 for students (13 – 18); $17 for youth (3 – 12); and free for children 2 and under. Pre-purchase is recommended, as there will be a small additional fee for tickets purchased day-of at the door. GCV&M Member admission is
FREE and guaranteed for this event, therefore reserved tickets are not required. Click here to learn more about becoming a Member.

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Photo 1: Explore the historic Grieve’s Brewery and learn about the journey of hops from field to pint glass at Hop Harvest Festival, coming up on Saturday, September 10!

Photo 2: Explore the historic uses of beer and hops throughout the Historic Village during GCV&M’s Hop Harvest Festival on Saturday, September 10.

Photo 3: Sample local craft beverages and enjoy two beers always on tap at GCV&M brewed referencing historical recipes at the Hop Harvest Festival, coming up on Saturday, September 10.

Additional photos and b-roll are available by request. To request an interview, or be removed from this mailing list, contact pengard@gcv.org.

GCV&M is the largest living history museum in New York State with the largest collection of historic buildings in the Northeast. The Museum, with its John L. Wehle Gallery, working brewery, vintage baseball park, and Nature Center, is located in Mumford, NY, 20 miles southwest of Rochester and 45 miles east of Buffalo. Visit www.gcv.org for more information.